

Political Sign Reference Guide

January 20, 2011

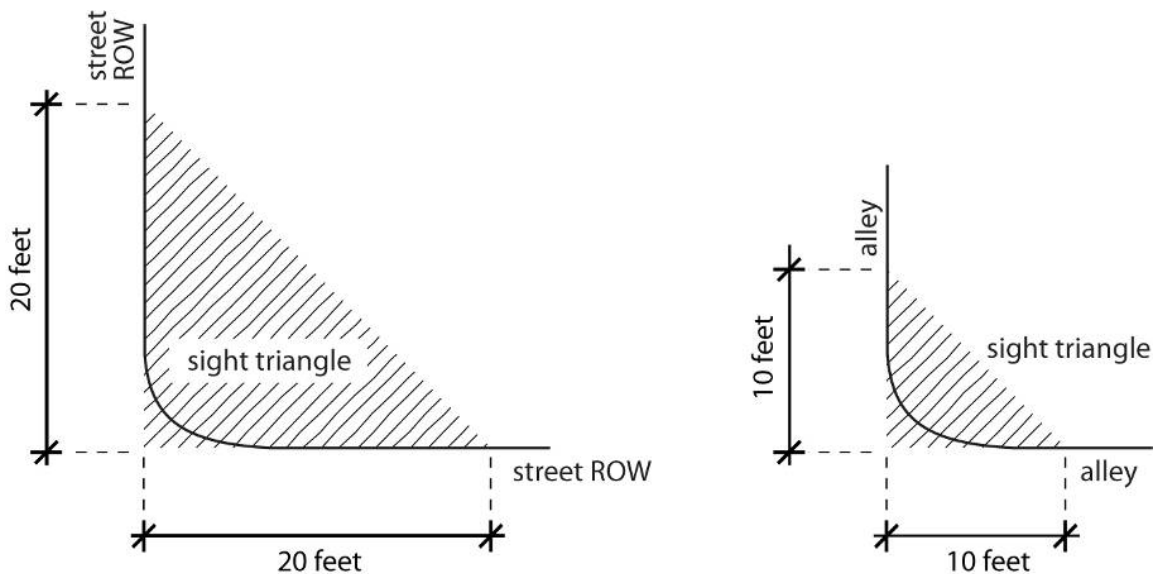
Please be advised that the City of Rockford has the following regulations on the placement of political signs:

Right-of-Way

Section 1500.2 of the City of Rockford Code of Ordinances **prohibits** placement of signs in any public right-of-way, including on streets, sidewalks, parkways, trees, telephone poles, bridges, street lights, and traffic signals within the right-of-way.

Intersection Sight Triangle

No sign above 3 feet in height shall be placed on private property within the sight triangle. The sight triangle is the area within a triangle located at the intersection of two right-of-way lines defined by measuring back from the intersection of the two right-of-way lines 20 feet along any street right-of-way lines and/or 10 feet along any alley right-of-way lines and a line connecting the ends of those lines.





Signs within Campaign Free Zone on Election Day

State law prohibits signs relating to a candidate or issue in an election from being located within the Campaign Free Zone (as defined by State Statute) during the time the polling place is opened for voting. The Campaign Free Zone should be posted by markers including 2 or more cones, small United States national flags or some other marker.

Residential Property

The City of Rockford Zoning Ordinance has been amended effective March 24, 2008, regulating political signs. Effective January 1, 2011, the Municipal Code has been revised restricting regulations for political campaign signs on residential property other than size. As such, the following regulations are applicable:

Political signs on a residential property shall not exceed five (5) square feet in size. There are no restrictions on the number or duration of said signs.

Commercial and Industrial Districts

Political signs on commercial and industrial zoned property shall not exceed five (5) square feet in size, no more than two (2) signs per candidate or issue, may not be posted more than ninety (90) days prior to the election and must be removed within five (5) days after the election.

Additional political signs are subject to the same regulations as any temporary sign or inside window sign. Additional political signs are permitted only to the extent allowed under the zoning regulation.

Message Substitution

Any sign allowed under Article XV of the City of Rockford Zoning Ordinance in any district may contain, in lieu of any other message or copy, any lawful noncommercial message, which does not direct attention to a business operated for profit, or to a product, commodity or service for sale or lease, or to any other commercial interest or activity. The sign must also comply with the size, height, area and other requirements of Article XV.



Penalties

Due to the large number of complaints the city receives concerning the placement of candidate signs, the City of Rockford will not issue warnings for signs found in the public right-of-way and will not notify you that an illegal sign has been removed from the public right-of-way. The city reserves the right to dispose of illegal signs removed from the public right-of-way. Violations of the prohibition on posting signs in the public right-of-way are also subject to prosecution before the City of Rockford sanitation code hearing officer. The penalty is a fine of up to \$250 for each week an illegal display continues.

Political signs placed on private property in violation of the zoning ordinance will be handled in the same manner as all zoning violations, which is on a complaint basis. If a complaint is received it will be investigated by the City of Rockford zoning department staff. If a violation is found, the candidate will be sent a notice of the violation requiring correction and an appearance before the city's code hearing officer. Failure to correct the violation at least five (5) days before the hearing will result in a fine being imposed by the hearing officer. The penalty for violation of the City of Rockford Zoning Ordinance is a fine of \$50 to \$500 per day for each sign in violation.

If you have any questions or concerns, please contact me at (815) 987-5566.